

STORIES THAT CREATE CLIENTS

Your Workshop Workbook

Fill-in-the-Blank Templates, Examples & Story Frameworks

with Matt Jope

This workbook belongs to:

WELCOME

This workbook is your companion for the Stories That Create Clients workshop. Inside, you'll find fill-in-the-blank templates for the three story types we cover, plus examples, reflection questions, and a cheat sheet you can reference whenever you're creating content or preparing for a sales call.

You don't need to fill everything in during the live session. Follow along, capture what stands out, and then come back to complete your templates in your own time.

The Three Story Types:

1. Your Origin Story — Makes people trust you
2. The Client Transformation Story — Makes people believe change is possible
3. The Bridge Story — Lets you invite clients without pitching

The Core Idea:

Stories create connection. Information creates consumption.

People don't buy from the person with the best credentials.
They buy from the person they feel most understood by.

STORY TYPE 1: YOUR ORIGIN STORY

Your Origin Story is the story of why you do what you do. It's the emotional journey from where you were to where you are now. This is the story that makes people trust you.

THE FOUR BEATS

BEAT 1: THE BEFORE — Where were you before this work? What was life like? What were you struggling with?

Example: I was stuck in a corporate job I hated, coming home every night feeling empty, knowing I was meant for something more but too scared to make the leap.

BEAT 2: THE BREAKING POINT — What was the moment things came to a head? When did you know something had to change?

Example: I remember sitting in my car after a Monday morning meeting, crying, thinking 'I can't do another year of this.' That was the moment I decided enough was enough.

BEAT 3: THE DISCOVERY — What did you learn, realise, or find that changed everything?

Example: I discovered that the thing holding me back wasn't a lack of skill or knowledge — it was a gap between what I knew and what I was willing to do. Once I closed that gap, everything shifted.

BEAT 4: THE MISSION — Why do you do this now? Who do you help and why does it matter to you personally?

Example: Now I help coaches and consultants close that same gap. Because I know what it feels like to be capable of so much more and not be able to access it. And I don't want anyone else to stay stuck there.

 **TIP:** Your Origin Story is not your CV. It's the mess before the message. The more honest and vulnerable you are about your real journey, the more people will connect with you.

YOUR ORIGIN STORY — FULL DRAFT

Now put all four beats together into one flowing story. Write it like you're telling a friend over coffee. Aim for 250–400 words.

MY ORIGIN STORY:

WHERE TO USE IT

- Your About page or bio
- Your first-ever social media video or post
- The opening of any live training or webinar
- When someone on a call asks “So what do you do?”
- Email welcome sequence (first email)

STORY TYPE 2: THE CLIENT TRANSFORMATION STORY

The Client Transformation Story is your most powerful form of social proof. It shows someone who was where your audience is now and went through a transformation. This builds belief and desire.

THE BEFORE-BOOM-AFTER FRAMEWORK

WHO IS THIS ABOUT? (Client name or initials — you can anonymise)

Example: Sarah — a life coach who had been in business for two years

THE BEFORE — What was life or business like for this person before they worked with you? Be specific. Paint the picture.

Example: Sarah had three clients in two years. She was posting generic tips online, trying to sound professional, but nothing was landing. She was about to quit and go back to her 9-to-5.

THE BOOM — What was the breakthrough moment? The shift? One specific thing that changed.

Example: We sat down and I asked her one question: "Why do you really do this?" When she started telling me her actual story — not her qualifications — everything shifted. I told her, "That's your content. That's what people need to hear."

THE AFTER — What changed? Be specific about results. Numbers, feelings, outcomes.

Example: Within 60 days she had a full client roster. She went from three clients to ten. Not because she became a better coach, but because people could finally see her and trust her.

 **TIP:** Always make the Before relatable to your ideal client. The more your audience sees themselves in the Before, the more they'll want the After.

YOUR FULL CLIENT TRANSFORMATION STORY

Write the story as a flowing narrative. Aim for 150–250 words.

MY CLIENT TRANSFORMATION STORY:

BONUS: BUILD YOUR STORY BANK

Aim to have 3–5 Client Transformation Stories in your library. Each one should address a different problem your ideal clients face.

#	CLIENT (NAME/INITIALS)	PROBLEM THEY HAD	RESULT / TRANSFORMATION
1			
2			
3			
4			
5			

STORY TYPE 3: THE BRIDGE STORY

The Bridge Story is the story you tell on a 1:1 sales call that replaces pitching. It bridges the gap between conversation and invitation so you never have to “sell” again.

THE BRIDGE STORY FRAMEWORK

Step 1: LISTEN — Let them share their situation fully.

Step 2: REFLECT — Mirror back what they said: “So what I’m hearing is…”

Step 3: BRIDGE WITH A STORY — Tell a short Before-Boom-After about someone similar (60–90 seconds).

Step 4: THE INVITATION PHRASE — Deliver the invitation.

THE INVITATION PHRASE

“Would it be helpful if we sat down together and worked out what’s going on in your business, so you can get clear on what’s in the way and what the next step looks like for you?”

BUILD YOUR BRIDGE STORY

WHAT’S THE MOST COMMON PROBLEM your ideal client brings to a call?

Example: They know what to do but they’re not doing it. They’re stuck, overthinking, and afraid to show up.

WHO HAVE YOU HELPED WITH THIS EXACT PROBLEM? (Name or initials)

Example: James — a consultant who had all the skills but couldn’t get visible

THEIR BEFORE (2–3 sentences — keep it tight for a call):

Example: James had been in business for a year. He had one client. He was posting online every day but getting zero engagement. He told me he was ready to go back to employment.

THEIR BOOM (1–2 sentences — the shift):

Example: We discovered he was hiding behind information instead of sharing his real story. The moment he started being honest about his own journey, everything changed.

THEIR AFTER (2–3 sentences — specific results):

Example: Within six weeks he had five new clients. He was showing up confidently on video for the first time. He told me it felt like he'd finally given himself permission to be seen.

YOUR FULL BRIDGE STORY SCRIPT

Write the full story as you'd say it on a call. Start with "Let me tell you about someone I worked with who was in a really similar situation..." and end with the Invitation Phrase.

MY BRIDGE STORY:

 **TIP:** Build 3–5 different Bridge Stories for different prospect situations. The more relevant your story is to the person on the call, the more powerful it becomes.

BONUS: THE STORY VIDEO FORMULA

Use this formula to create 2-minute videos that presell your offer and build trust at scale.

SECTION	TIME	WHAT TO SAY
HOOK	5 sec	Start with the pain or the result. E.g. “I was about to quit my coaching business. Here’s what changed everything.”
STORY	60–90 sec	Tell a Before-Boom-After. One person, one transformation. Be specific and emotional.
BRIDGE	15 sec	Connect the story to the viewer. “If you’re in a similar place right now, you’re not stuck because something’s wrong with you.”
INVITATION	10 sec	“Drop me a message / comment below / link in bio if you want to have a conversation about what’s going on in your business.”

PLAN YOUR FIRST STORY VIDEO

MY HOOK (first sentence of the video):

Example: I was about to quit my coaching business. Here’s what changed everything.

MY STORY (which Client Transformation Story will I use?):

MY BRIDGE (how I’ll connect it to the viewer):

MY INVITATION (what I'll ask them to do):

QUICK REFERENCE: YOUR STORY PLAYBOOK

STORY TYPE	WHAT IT DOES	WHERE TO USE IT	FRAMEWORK
Origin Story	Builds trust & connection	About page, intros, first video, welcome emails	Before → Breaking Point → Discovery → Mission
Client Transformation	Builds belief & desire	Weekly posts, videos, emails, mid-sales call	Before → Boom → After
Bridge Story	Replaces pitching	1:1 calls, DMs, follow-ups	Listen → Reflect → Story → Invitation Phrase

YOUR INVITATION PHRASES

Use these word-for-word. Pick the one that feels most natural to you.

CONTEXT	INVITATION PHRASE
On a 1:1 call	<i>"Would it be helpful if we sat down together and worked out what's going on in your business, so you can get clear on what's in the way and what the next step looks like for you?"</i>
In a DM	<i>"It sounds like there's a lot going on. Would it help if we jumped on a quick call so I can understand your situation properly and help you figure out the next move?"</i>
After a video	<i>"If any of that resonated with you, I'd love to have a conversation. Drop me a message or hit the link in my bio and let's talk."</i>
At a live event	<i>"If you'd like to sit down with me and work out what's going on in your business, drop the word STORY in the chat and I'll send you the link."</i>
In an email	<i>"If you're ready to get clear on what's in the way and take your next step, hit reply and let's set up a time to talk."</i>

REFLECTION QUESTIONS

Come back to these after the workshop to deepen your stories:

What's the one moment in your journey that you're most afraid to share? (That's probably your most powerful story.)

What transformation do your clients experience that they CAN'T get from a book, course, or YouTube video?

If you could only tell one story to your ideal client, which one would make them say "I need to talk to you"?

Your story is your strategy. Use it.

— *Matt Jope*